

## Message Text

UNCLASSIFIED

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46

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 076680

R 020615Z APR 75  
FM AMCONSUL MELBOURNE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2669  
TQBAC/AMEMBASSY CANBERRA 2256  
AMCONSUL SYDNEY  
AMCONSUL PERTH

UNCLAS MELBOURNE 0373

E.O. 11652: N/A  
TAGS: BEXP, AS  
SUBJECT: CCP PROJECT: BIOMEDICAL EQUIPMENT

FROM CAMPAIGN MANAGER, PETER T. HANSEN, CCP BIOMEDICAL EQUIPMENT  
CAMPAIGN

REF: A-9166 OF SEPTEMBER 9, 1972.

1. AS A RESULT OF INFORMATION OBTAINED FROM SERIES OF CALLS  
ON BIOMEDICAL WHOLESALERS, RETAILERS AND END USERS BY POSTS  
THROUGHOUT AUSTRALIA, CAMPAIGN MANAGER BELIEVES WELL ORGANIZED  
BILMEDICAL EQUIPMENT CATALOGUE SHOW WOULD HAVE MAJOR POSITIN

IMPACT ON INDUSTRY, PARTICULARLY IF HELD IN SECOND OR THIRD  
QUARTER OF FY 76 (OCTOBER:NOVEMBER, 1975, OR MARCH/APRIL, 1976).

2. THE PRESENT AUSTRALIAN BIOMEDICAL IMPORT MARKET, NOW OVER  
\$30 MILLION ANNUALLY, IS GROWING BY MORE THAN 12 PER CENT A YEAR.  
THE IMPACT OF A NATIONAL HEALTH PLAN, AS WELL AS RISING PRESSURES,  
COUNTRY-WIDE, FOR BETTER HEALTH CARE GENERALLY, SHOULD RESULT IN  
IRRESISTIBLE PRESSURES TO INCREASE SPENDING IN THIS FIELD.

3. A TRADITIONAL, THREE-CITY CATALOGUE SHOW, AIMED AT MAJOR  
MEDICAL MARKETS OF MELBOURNE, SYDNEY AND PERTH, AND HELD IN  
SECOND OR THIRD QUARTERS OF FY 76 (BUT NOT DURING DECEMBER-  
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FEBRUARY HOLIDAY SEASON), WHEN OVERALL DEMAND SHOULD

REFLECT FULLY EFFECTS OF CURRENT AUSTRALIAN MEASURES  
TO STIMULATE ECONOMIC ACTIVITY, COULD HAVE SIGNIFICANT  
IMPACT ON US MARKET PENETRATION IN BIOMEDICAL FIELD

4. DEPARTMENT IS REQUESTED TO INVESTIGATE POSSIBILITY  
OF CATALOGUE SHOW WHICH EMPHASIZES, INTER ALIA, EQUIPMENT  
IN FOLLOWING SPECIALIZED FIELDS:

ELECTRO-CARDIOGRAPHS.

HEART MONITORS.

DEFILBRATORS AND COMPACT CORONARY CARE CENTERS.

MOBILE CARDIAC EMERGENCY STATIONS.

STRESS/EXERCISE MONITORING SYSTEMS.

SURGICAL TABLES.

OPERATING ROOM LIGHTING.

STERILIZERS.

MEDICAL COMPUTER SYSTEMS FOR OVERALL HOSPITAL  
COMMUNICATIONS, CLINICAL LABORATORIES, PHARMACY,  
ADMITTANCE AND PRIVATE LABORATORIES.

PHOTOGRAPHIC SYSTEMS FOR TAKING PICTURES OF NEWBORN  
BABIES IN HOSPITAL NURSERIES.

ELECTRONIC THERMOMETERS, IV PUMPS, IV CONTROLLERS  
IV POLES.

ELECTRO-SURGICAL INSTRUMENTS.

COMPUTER ANALYZED ELECTROCARDIOGRAMS.

CENTRALIZED PAGING AND CALL SYSTEMS.

INTENSIVE CARE UNITS.

PHYSIOLOGICAL MONITORING EQUIPMENT.

SOPHISTICATED SURGICAL INSTRUMENTATION.

MEDICAL, SURGICAL, HOSPITAL BOOKS.

MEDICAL AND HOSPITAL AND MANAGEMENT SERVICES  
(PLANNING, LAYOUTS CONSULTING, ETC.)

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 APR 1975  
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**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Disposition Event:**  
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**Status:** NATIVE  
**Subject:** CCP PROJECT: BIOMEDICAL EQUIPMENT FROM CAMPAIGN MANAGER, PETER T. HANSEN, CCP BIOMEDICAL EQUIPMENT  
**TAGS:** BEXP, AS  
**To:** COM  
**Type:** TE  
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